



EdCIL (India) Limited

A Mini Ratna Category-I CPSE Company

A Government of India Enterprise | ISO 9001:2015 & 14001:2015

Sector 16 A, Plot 18 A, NOIDA – 201 301

Uttar Pradesh, INDIA

Website: www.edcilindia.co.in

Date: 19-08-2020

Sub: Modifications in RFP and Extension of last date and time of submission of bids.

Work Name: Request for Proposal for empanelment of production agencies

Ref: EdCIL/SII/Empanelment/Media Production Agency/05/2020

Corrigendum – 5

1. Extension of Last Date and Time of Submission of bids:

Particulars	Existing Date and Time	Revised Date and Time
Last Date & Time of Submission of Bid	Date: 20 th August 2020	Date: 1 st Sept. 2020
	Time: 2300 Hrs.	Time: 1100 Hrs.
Date & Time of Opening of Technical Bid	Date: 21 st August 2020	Date: 1 st Sept. 2020
	Time: 1100 Hrs.	Time: 1200 Hrs.

2. Changes in RFP document:

a. Chapter -5, Clause 18: Pre-Qualification Criteria

S. No.	Criteria	Documentary Evidence to be submitted
1	The bidder must have been in operation for a minimum period of 3 years, as on 31st March 2020 and working in the field of production of Television Commercials / Films / Documentaries, etc.	Copy of the certificate of incorporation issued by the Registrar of Companies or MCA and Memorandum & Articles of Association

2	The Bidder should have a cumulative turnover of INR 5 crores or above in any 3 of the last 4 financial years (i.e. 2019-20, 2018-19, 2017-18, 2016-17)	<p>Statutory auditor's certificate along with copy of audited balance sheets and profit and loss accounts.</p> <p>In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant</p>
3	The bidder must have registered net profit (after tax) continuously for the 3 financial years i.e. 2016-17, 2017-18, 2018-19	<p>Statutory auditor's certificate along with copy of audited balance sheets and profit and loss accounts.</p> <p>In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant</p>
4	The total work order to the production agency for production of TV commercials from a single client in any one year out of the 3 financial years (2016-17,2017-18, 2018-19) should be of an amount of at least INR 20 Lakhs	Statutory auditor's/ CA's certificate or self-attested certificate from CFO
5	The organisation should neither have been Debarred and/ or blacklisted by any Central/ State Govt. Department/ Universities/ Educational Institutions/ Organization etc. nor should have any litigation enquiry pending and/ or initiated by any of these Department or Court of Law.	<p>Declaration as per proforma</p> <p>The bidder shall furnish an undertaking duly attested by notary in a non-judicial stamp paper of value Rs. 100/-</p>

b. Chapter -5, Clause 18: Technical Evaluation Criteria

S. No.	Criteria	Max Marks	Documentary Evidence to be submitted
1	<p>The Bidder should have a cumulative turnover of INR 5 crores or above in any 3 of the last 4 financial years (i.e. 2019-20, 2018-19, 2017-18, 2016-17)</p> <ul style="list-style-type: none"> · For turnover equal to INR 5 crores: 6 marks · For turnover greater than INR 5 crores and less than or equal to INR 10 crores: 8 marks · For turnover greater than INR 10 crores: 10 marks 	10	<p>Statutory auditor's certificate along with copy of audited balance sheets and profit and loss accounts.</p> <p>In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant</p>
2	<p>The Bidder must have been working in the field of production of Television Commercials/ Films / Documentaries, etc. for minimum 3 years from the date of submission of proposal</p> <ul style="list-style-type: none"> · For experience equal to 3 years: 10 marks · For each complete incremental year of experience: 2 marks (maximum 4 complete incremental years) 	18	<p>Statutory auditor's/ CA's certificate for validating experience details.</p> <p>Self-attested certificate of LOA/Work order or e-mail issued by client and completion certificate to be submitted along with the bid</p> <p>In case completion certificates are not available, a correspondence from the client mentioning the period of the contract and satisfactory delivery of services should be submitted by the Bidder</p>
3	<p>The Bidder must have successfully handled production activities of advertising commercials involving spend not less than INR 10 Lakhs (each commercial) in the last five years from the date of submission of proposal</p> <ul style="list-style-type: none"> · For each project: 8 marks (maximum 3 projects) 	24	<p>Self-attested certificate of LOA/Work order or e-mail issued by client and completion certificate to be submitted along with the bid</p> <p>In case completion certificates are not available, a correspondence from the client mentioning the period of the contract and satisfactory delivery of services should be submitted by the bidder</p>

4	<p>The Bidder must have successfully handled production activities of advertising commercials/ promotional videos involving spend not less than INR 10 Lakhs (each commercial) released in international markets in the last five years from the date of submission of the proposal</p> <ul style="list-style-type: none"> For each project: 3 marks (maximum 4 projects) 	12	<p>Self-attested certificate of LOA/Work order or e-mail issued by client and completion certificate to be submitted along with the bid</p> <p>In case completion certificates are not available, a correspondence from the client mentioning the period of the contract and satisfactory delivery of services should be submitted by the Bidder</p>
5	<p>The Bidder should have received awards for producing advertising commercials</p> <ul style="list-style-type: none"> For each award: 2 marks (maximum 3 awards) 	6	<p>Copy of Certificate awarded to the bidder to be submitted along with the bid</p>
6	<p>Presentation outlining creative competency of the Bidder along with production capabilities. The parameters on which the presentation will be evaluated are as follows:</p> <ul style="list-style-type: none"> Planning and strategy Capability in managing production activities Innovation Beyond the brand (value additions for EdCIL) People/ team preparedness 	30	<p>To be presented as per the date communicated at a later stage</p>

This issues with the approval of competent authority.